Others drew their hair back into a large roll called a *chignon* at the back of the head. A hairstyle called *Venus' hair* featured thick strands, stiffened with gold lacquer, that seemed to flow from the head. Blond hair was extremely fashionable, and women spent long hours in the sun to bleach their hair.

Most men wore short or shoulder-length hair, and many had bangs covering the forehead. King Henry VIII of England ordered Englishmen to wear short hair in imitation of French noblemen.

The 1600's. Most men of the 1600's had long, flowing curls. Many wore a side curl called a *lovelock*, which was longer than the other curls and tied with a ribbon. During the Civil War in England (1642-1649), the chief opponents of King Charles I were the Puritans. They were called *Roundheads* because they had their hair cut close to their heads. Their short haircuts distinguished them from the king's supporters, a group called the *Cavaliers*, who had long hair.

King Louis XIII of France started a fashion for men's wigs after he lost his own hair. Many men wore huge, curled wigs called *periwigs*.

During much of this period, women wore their hair piled high on their heads. However, curls that fell to the shoulders were fashionable in the mid-1600's.

The 1700's. Fancy hairstyles became popular with both women and men during the 1700's. Women's hairdos were extremely high and had to be supported by small cushions and wire frames. Many styles measured more than 2 feet (60 centimeters) high and had floral, operatic, or poetic themes. Women covered their hair with white or pastel powder and decorated their hairdos with feathers, jewels, tassels, or other ornaments. Sometimes they did not wash or comb their hair for several weeks because the styles were so complicated. Professional hairdressers became common to help create and care for such hairdos.

Men covered their hair with powdered wigs. The most popular wig styles were smaller than those of the 1600's. A style called a *tie wig* was pulled back and tied with a short ribbon. The ends of a *bag wig* were covered with a silk bag.

The 1800's brought simpler hairstyles. Fashionable styles for women included braids, topknots, and heavy coils of hair over each ear or at the nape of the neck. Long, smooth curls shaped like sausages were stylish during the 1840's. In the 1870's, a French hairdresser named Marcel Grateau invented the *marcel wave*, a series of deep, soft waves made with heated tongs. Another French hairdresser, Alexandre F. Godefroy, invented a hairdrier about 1890. Godefroy's clients wore a bonnetlike covering that was attached to the chimney pipe of a gas stove. Beginning in the 1890's, fashionable women wore their hair up in a soft style called the *Gibson Girl look*. This style was made popular by the American artist Charles Dana Gibson.

Men wore their hair short during the 1800's and dressed it with hair oil, particularly *Macassar oil*. This type of oil became so popular that protective coverings called *antimacassars* were made for chairs and sofas.

The 1900's. Hairdressers of the 1900's developed new processes for curling the hair. Charles L. Nessler, a German-born hairdresser, invented the permanent wave about 1905. Nessler first applied a borax paste and then wound the hair on electrically heated curlers. The treatment took up to 12 hours and cost hundreds of dollars. During the 1920's, many women cut their hair in a short style called the *bob* and had it permanent-waved. The *cold wave*, a permanent wave that did not require heat, was developed in the 1930's. A cold wave took about two hours and cost only a few dollars.

During the 1940's, many women wore the *sheepdog*, or *Veronica Lake*, style. This hairstyle was made popular by Veronica Lake, a motion-picture star who had long hair that covered one eye. In the 1950's, large numbers of women began to color their hair or *frost* their hair—that is, bleach a few strands. The puffy appearance of *bouffant* hairdos was stylish in the late 1950's and early 1960's. To give their hair the necessary fullness, women combed it from the ends toward the scalp in a process called *backcombing* or *teasing*.

Men wore their hair short throughout the early and



From *The Best of Charles Dana Gibson* © 1969, by Crown Publishers, Inc.

The Gibson Girl Look, a soft, puffy hairstyle of the 1890's, was created by the American artist Charles Dana Gibson.



W. Dobias

The Crew Cut, in which a man's or boy's hair is cut very short and brushed upward, was popular during much of the 1900's.



Seligman & Latz

The Afro, a curly hairdo of the late 1900's, resembles the bushy hairstyles worn by many African men and women.



Vidal Sassoon Salons, Inc. (WORLD BOOK photo)

Modern Hairdressers create many styles by cutting the hair so that it falls into place and needs no setting. Such styles can be blown dry with a hand drier or allowed to dry naturally.

mid-1900's. During the 1920's, many young men wore *patent leather hair*, which they slicked down with oil in the manner of the movie star Rudolph Valentino. During the 1950's, some men wore a *crew cut*, in which the hair was cut extremely short and combed upward to resemble a brush. Other men of the same period wore a *ducktail*. This style left the hair long on the sides and swept it back, so that it looked somewhat like a duck's tail. During the 1960's, young men copied the haircuts

ing the arts, biology, and psychology. Courses in the arts help develop creativity and artistic ability. Biology courses aid in understanding the structure and growth of the hair. A knowledge of psychology helps in dealing with people.

A student may attend a professional hairdressing school or serve an apprenticeship under an established hairdresser. Most European hairdressers serve an apprenticeship. In the United States, most students take a 6- or 12-month course at a hairdressing school. They learn to shampoo, cut, color, style, and straighten and permanent-wave hair. They also learn to give manicures, scalp and facial treatments, and advice on makeup. Many hairdressing programs also include courses in *trichology*, the treatment of disorders of the hair and scalp.

All the states require hairdressers to have a license. State boards of cosmetology establish the requirements for licensing. These requirements vary from state to state.

The chief professional associations for hairdressers in the United States are the Associated Master Barbers and Beauticians of America and the National Hairdressers and Cosmetologists Association. Major professional publications include *American Hairdresser/Salon Owner*, *Beauty World*, *Journeyman Barber and Beauty Culture*, *Modern Salon Magazine*, and *Professional Men's Hairstylist and Barber's Journal*.

VIDAL SASSOON

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